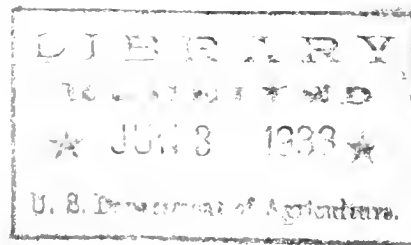


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NEW RIVER
RHODODENDRON NURSERY
1301 Princeton Ave., Princeton, W. Va.



U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Horticulture

GOVERNMENT PRINTING OFFICE J24689



Rhododendron and Mountain Laurel

TO BEAUTIFY YOUR HOME GROUNDS

You can beautify the grounds about your home and greatly increase the value of your property by planting Rhododendrons now, at the lowest price that you will probably ever pay for these magnificent evergreen shrubs.

After centuries of neglect, American gardeners are learning to appreciate the marvelous beauty of these evergreen shrubs, which grow in such luxuriant abundance over the mountain slopes of the eastern states. Rhododendrons have come into their own at last. People have discovered not only that they rank among the prettiest flowering shrubs and the most handsome evergreens, but also that they are truly expressive of the far-flung American scene, and, in consequence, they are rapidly becoming the most popular shrubs for home and landscape use.

Combined with the Mountain Laurel (*Kalmia latifolia*), Rhododendrons are unexcelled for year-round beauty, and if reasonable care is taken in planting them, and a few simple directions observed in their culture, everybody may enjoy the magnificence of their bloom and their handsome, broad-leaved foliage throughout the winter. Neither Rhododendrons nor Kalmias are affected by the coldest weather.

Our facilities are unequaled for collecting choice specimen stock. We are located in the midst of the rich territory where they grow wild in unlimited abundance, enabling us to quote prices much lower than any heretofore quoted.

The clumps of Rhododendrons, Kalmias, and Azaleas offered in this folder are not small slips of plants that you have to wait years to get results from. They are full-grown, hardy plants, all set with buds ready to bloom and give immediate results. A trial order will be convincing proof of their unusual quality and value.

The shipping season extends from late August to December 10, and from late February to June 10, and throughout the winter months, subject to weather conditions.

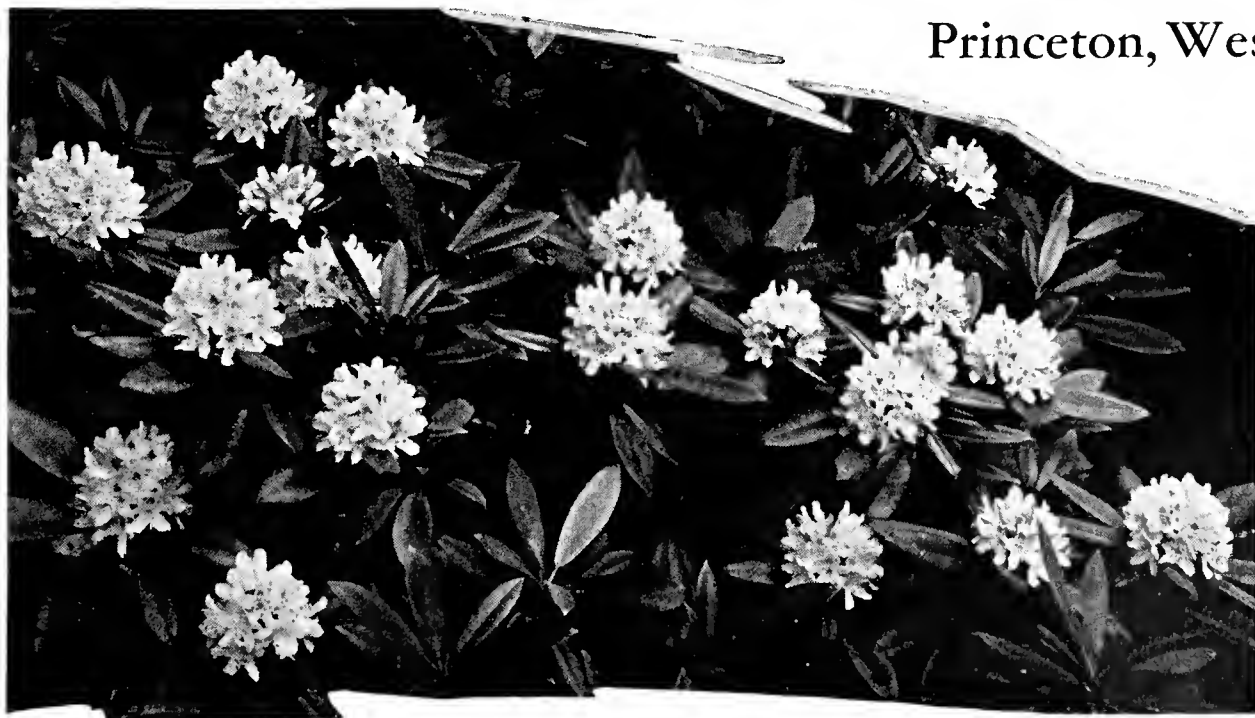
We will be pleased to quote the lowest possible prices on large orders, carloads, etc., if you will give us an idea of the number and the size of the plants desired.

Landscaping suggestions and any information gladly given on request. When writing or sending sketches of ground to be planted, be sure to show directions and all information possible as to exposure and slopes, etc.

NEW RIVER RHODODENDRON NURSERY

1301 PRINCETON AVE.

Princeton, West Virginia





RHODODENDRONS

Rhododendron maximum. This is the great Rose Bay of the eastern states, flourishing with great vigor in the mountains, valleys, and slopes, and reaching a height of 15 to 25 feet under ideal conditions. The long, leathery foliage is glossy green the year round, and in late spring the plants are adorned with huge heads of white flowers faintly marked with pink. An idea of its beauty may be glimpsed in the picture above.

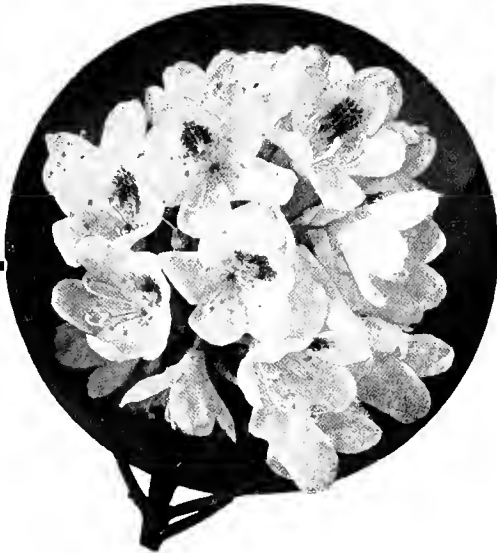
5 to 12 inch, 10 plants for \$1.00
12 to 24 inch, 5 plants for 1.00
24 to 36 inch, 2 plants for 1.00
Choice clumps.....1 to 3 ft. high, \$1.00; 3 to 6 ft., \$1.75
Large clumps.....1 to 3 ft. high, 1.75; 3 to 6 ft., 2.50
Extra-large clumps.1 to 3 ft. high, 2.50; 3 to 7 ft., 3.25

Rhododendron catawbiense. Generally, this is a dwarfier plant with shorter foliage, giving a more compact and dense evergreen effect. Excellent for planting in front of Maximum. The flowers vary through shades of purple, pink, and old-rose. Note illustration to the right.

5 to 12 inch, 7 plants for \$1.00
12 to 24 inch, 3 plants for 1.00
24 to 40 inch, 1 plant for 1.00
Choice clumps.....1 to 3 ft. high, \$1.50; 3 to 5 ft., \$2.50
Large clumps.....1 to 3 ft. high, 2.50; 3 to 6 ft., 3.50
Extra-large clumps.1 to 3 ft. high, 3.50; 3 to 6 ft., 4.50

Rhododendron Sport. This is a very distinct new Rhododendron—a brilliant red variety of Maximum which we have developed in our own plantings. Heretofore Rhododendrons of this color were only obtainable among the fancy garden hybrids at very high prices. By planting this unusual sport, as yet unnamed, you can obtain, in connection with Catawbiense and Maximum, brilliant color effects.

5 to 12 inch, 4 plants for \$1.00
12 to 24 inch, 2 plants for 1.00
24 to 40 inch, 1 plant for 1.00
Choice clumps.....1 to 3 ft. high, \$2.00; 3 to 5 ft., \$3.00
Large clumps.....1 to 3 ft. high, 3.00; 3 to 6 ft., 4.00
Extra-large clumps.1 to 3 ft. high, 4.00; 3 to 6 ft., 5.00



**NEW RIVER
Rhododendron Nursery**
1301 Princeton Avenue
Princeton, West Virginia

MOUNTAIN LAUREL AND AZALEAS

Mountain Laurel or *Kalmia latifolia*. A highly ornamental shrub with glossy, evergreen, Laurel-like foliage, beautiful the year round. In early summer the mountain sides are covered with the mantle of its exquisite pink and white flowers, one of the most spectacular and beautiful sights to be seen anywhere. It is particularly valuable to plant in connection with Rhododendrons, as it tends strongly to acidify the soil, making it suitable for them to grow.

12- to 36-inch blooming-size plants, 5 for \$1.00
Choice clumps.....1 to 3 ft. high, \$1.00; 3 to 6 ft., \$1.50
Large clumps.....1 to 3 ft. high, 1.50; 3 to 6 ft., 2.00
Extra-large clumps 1 to 3 ft. high, 2.00; 3 to 6 ft., 2.50

AZALEAS

Azalea calendulacea. This handsome deciduous shrub has lovely downy foliage and bears clusters of trumpet-shaped, golden yellow and flame-colored flowers in May and June.

Azalea nudiflora. The Pinxter Flower is a dwarf Azalea, with deciduous foliage, bearing clusters of bright rosy pink flowers tinged with red in May and June.

Prices for the two Azaleas described above:
Choice clumps, mixed.....4 for \$1.00
Large clumps, mixed.....2 for 1.00
Extra-large clumps, mixed. 1 for 1.00

Azalea (unnamed). This is a gorgeous big shrub as beautiful as many of the highly rated Japanese species, bearing brilliant orange and salmon-colored flowers on branches which may reach a height of 20 feet. It is an extremely rare and highly desirable American native. Choice clumps \$1 each, large clumps \$1.50, extra-large clumps \$2.

Rich Black Woods Dirt and Leaf-Mold Mixed

A very rich Rhododendron and Azalea soil, valuable for other flower-beds and potted plants. It runs about one-third leaf-mold and two-thirds other soil. Weighs about 25 lbs. per bushel. 2 bus. 90 cts., 10 bus. \$4.



AMERICAN HEMLOCK

Tsuga canadensis. Small seedlings of this very useful forest tree are highly desirable for planting among Rhododendron and Laurel, adding shade and acidifying elements to the soil.

5 to 12 in., 10 plants for \$1.00 12 to 24 in., 5 plants for \$1.00
24 to 36 in., 2 plants for \$1.00

ALUMINUM SULPHATE

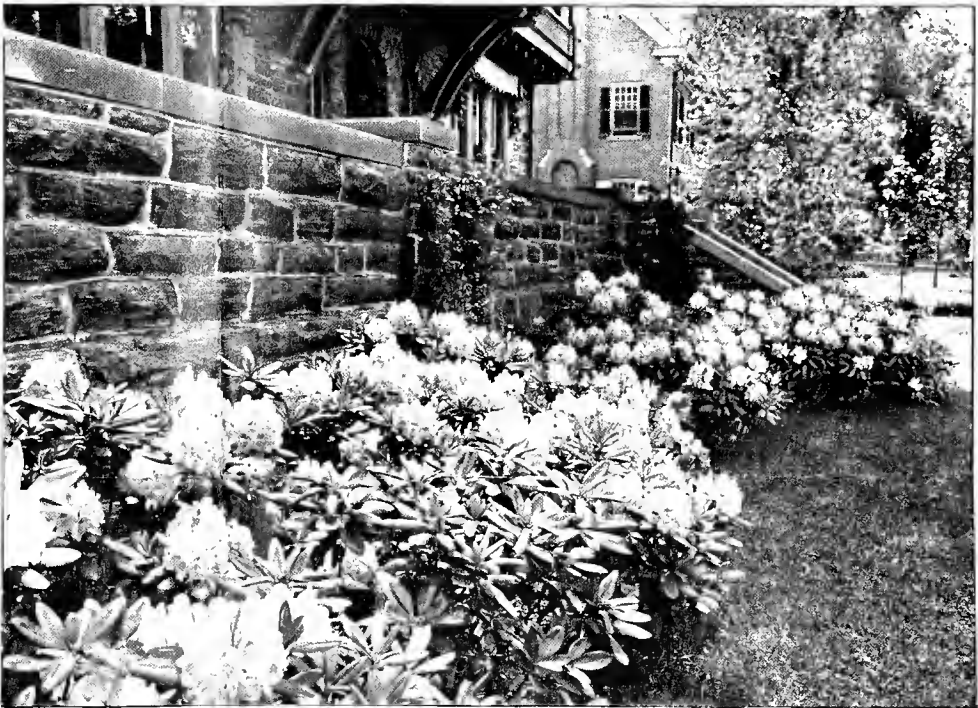
A harmless chemical which is extremely useful for providing the acid-soil conditions which Azaleas, Laurel, and Rhododendrons demand. It is almost essential in limestone soil. 2 lbs. 25 cts., 10 lbs. \$1, 50 lbs. \$4, 100 lbs. \$7.50.

CLEAN LIVE MOSS

A very useful material for rock-gardens and mulching the soil beneath woodland plants. We collect it in large blankets mixed with soil. It is highly acid. 2 bus. \$1.25, 10 bus. \$5.

Rhododendrons, Kalmias, and Azaleas are ideally adapted to naturalistic rock-gardens, formal sunken gardens, outdoor living-rooms, quiet nooks, permanent foundation plantings, and woodland borders. To obtain a solid evergreen effect, both Rhododendrons and Kalmias of ordinary shipping size should be planted about 2 feet apart; if large plants are used, about 3 feet apart is close enough; and extra-large plants need 4 feet space at least.

All our plants are collected and prepared with a sufficient amount of native soil for their immediate needs, after your order is received. Adjustments will be made for errors but in no case will we be liable for more than the original cost of the plants. All seedlings and lighter grade plants are replaceable within one year at half price. Larger plants and clumps have extra well-developed root-systems and have been cut back at least once. They are replaceable within one year free. All prices f.o.b. shipping-point.



NEW RIVER SPECIAL GROUPS Nos. 1, 2, and 3

We are glad to offer here a Special Selection of the best Rhododendrons, Kalmias, and Azaleas, consisting of the following 14 plants:

- | | |
|----------------------------|-----------------------|
| 2 Rhododendron maximum | 2 Azalea calendulacea |
| 2 Rhododendron catawbiense | 2 Azalea nudiflora |
| 2 Rhododendron Sport | 2 Azaleas (unnamed) |
| 2 Kalmia latifolia | (14 in all) |

Group No. 1. 14 choice clumps. Regular price \$14
Yours for only \$11.90

One-half of Group No. 1. 7 plants. \$6.30

Group No. 2. 14 large clumps. Regular price \$22.50
Yours for only \$19.10

One-half of Group No. 2. 7 plants. \$10.10

Group No. 3. 14 extra-large clumps. Regular price \$32
Yours for only \$26.20

One-half of Group No. 3. 7 plants. \$14.10

The plants offered in these groups are 1 to 3-foot clumps, depending upon the group chosen. Should you want larger plants, say 3 to 6 feet, you may add \$5.50 to the price of either group and \$2.75 to the price of half of either group.



Rhododendron Culture

By ROY C. ROBINETTE

From year to year, New River Rhododendron Nursery will offer the benefit of years of experience and research work to those interested in the growing of these beautiful broad-leaved flowering evergreen shrubs. If the cultural requirements set forth here are met, you too may grow these super-shrubs; although, it must be admitted that in the extreme South, their culture is exacting. Nevertheless, more failures have been noted within a short radius, even yards from their native ground, than in distant localities.

Rhododendrons and similar plants like *moist, well-drained, sour* (acid) soil. A continuously *moist soil* is usually available on northern, eastern, or western slopes and exposures, or in shady or partially shady locations. Soil may also be kept moist by summer mulching. A stone curb or edging of other plants is excellent. The soil must be protected from direct rays of the sun and dry winds. Mass planting is advisable for they always grow that way in their native haunts.

Well-drained soil may be found on any slope, and on level ground where the soil is porous and friable. If the soil is not right and drainage cannot be provided, the plants should be elevated or set on top of the ground and proper soil piled around them. A stone curb around the planting helps in such cases.

A sour soil, naturally, must be non-alkaline; if lime is present, remove the soil or counteract its influence with acid treatment. A sour soil is natural to moist locations, for humus that never completely dries out will always be sour. So the best insurance for maintaining a sour soil is to keep it moist. Rhododendron soil may be made up in various ways. Leaf-mold is good, but it does not have sufficient weight and base for open-air use—it dries out too easily. It should be freely mixed with heavier soil; sand is good even up to 50 per cent.

Rhododendrons are shallow-rooted, surface-feeding shrubs; they receive their sustenance through leachings from their own dead twigs, foliage and other growth. A leaching effect from grass or other living and dead plants is all the fertilizer they need. Rich soil is of no great importance, but it is necessary that the soil immediately surrounding their roots should be porous and friable. Soggy or hard, baked soil shuts off all nourishment.

Once started on any slope, these plants will thrive with no further care, as the leaching and drainage supply the necessary nourishment. Mass planting on level ground has the same effect. As an illustration, in the wild these plants will be found thriving on level ground among a heavy growth of weeds. In gardens, summer and winter mulching will supply nourishment as well as protection from the sun and dry winds and probably in some climates from freezing weather, although to our knowledge, no plant of these species has ever been damaged by frost.

For mulching or to mix with the soil when planting, leaf-mold, leaves, rotted wood, sawdust, weeds, peat, peat-moss are excellent. A good fertilizer is rotted fruit, in or on top of the soil. When the soil lacks sufficient sourness, the plants themselves register disapproval by losing color or turning slightly yellow. This may be remedied by an application of 1 to 2 inches of sawdust on top of the ground, or by applying aluminum sulphate at the

rate of one pound per square yard for limestone soil, and half that for ordinary soil. It need not be repeated unless the plants show the need of it. Sawdust sometimes fails unless it is chestnut, oak, or hemlock.

Other plants of the rhododendron family, as kalmias and azaleas, work for the good of each other when massed together. Small hemlock trees, as a hedge, border, background or wind-break, add to the landscape value as well as give excellent protection and nourishment, and being acid-loving by nature are very common in native rhododendron grounds.

Members of the rhododendron family differ in root-development and ability to withstand exposure.

Rhododendron maximum has compact, but large roots, which do not extend very far from the base. Nourishment must be brought to them.

Rhododendron catawbiense has heavy root- and top-development, something like *Kalmia*. It is very hardy and the only rhododendron found growing naturally on full southern exposures.

Rhododendron "Sport" is considerably like *maximum* in root- and top-growth, but hardier and better able to withstand exposure.

Azaleas require slightly sour soil, but will grow on any exposure.

Kalmia latifolia (Mountain Laurel) thrives best in the open and on southern slopes, but will grow on any well-drained soil and withstand any amount of exposure. A narcotic and poison called andrometoxin is extracted from this shrub, and experiments have shown that rhododendrons receive a stimulating effect when *kalmia* is planted nearby or above them, as is always the case in their native grounds.

Lovers of nature and beauty could do much worse than plan their tours through the southern mountains while Rhododendrons, Kalmias, and Azaleas are in bloom. A color display of unparalleled richness and beauty is spread over the hills every summer, and is worth journeying far to see. (Directions and routes for tourists who desire to see the Rhododendrons in their glory, will be gladly furnished upon request.)

A recent change in the freight classification of these plants has reduced the rates more than half. \$1 or less will pay freight charges on 1 to 100 pounds about 600 miles. Freight is slower but more satisfactory and cheaper than express. For small shipments, express is better.

Estimate weight as follows: *R. maximum*, 20 lbs.; *R. catawbiense*, 15 lbs.; "Sport," 10 lbs.; *Kalmia*, 20 lbs. per \$1 value for clumps and one-half this amount for seedlings and lighter grade plants.

Parcel post shipments must be prepaid to avoid C. O. D. charges. Please remit enough to prepay charges; refund will be made if not all used.

Be sure to state how you want your plants shipped, with the name of the nearest freight or express office. In absence of directions, we ship by express.

Discounts will be allowed as follows: Orders \$10 and over, 10 per cent; \$20 and over, 15 per cent; \$40 and over, 20 per cent; and \$75 and over, 25 per cent. This does not apply to the group orders listed.

For general information on garden and home, we recommend "Better Homes and Gardens" which is one of our principal sources of advertising. We shall be very glad to handle your subscription. The rates are 60 cts. per year, two years \$1.00, 3 years \$1.50, and 5 years \$2.50. On our order blank you will find a convenient means for subscribing.

If you desire to purchase plants on time payment, please give particulars; only a limited number can be accommodated.

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